

## Message Text

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INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

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FM SECSTATE WASHDC

TO AMEMBASSY WARSAW PRIORITY

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E.O. 11652:N/A

TAGS: BEXP, PL

SUBJECT: POZNAN FAIR 1977

PASS TO U.S. TRADE DEVELOPMENT CENTER

1) THE PURPOSES OF THIS CABLE ARE (1) TO SUMMARIZE POINTS MADE IN HERTZBERG/THOMPSON SEPTEMBER DISCUSSIONS IN WARSAW AND MURRIN/HERTZBERG/THOMPSON OCTOBER DISCUSSIONS IN WASHINGTON, (2) TO ARRANGE FOR RECRUITMENT OF U.S. EXHIBIT AT POZNAN IN JUNE 1977 AND SUBSEQUENT MODIFICATION OF POZNAN PAVILION.

2) POZNAN WAS INSTITUTED AS A TYPE II FAIR WITH THE UNDERSTANDING THAT IT WOULD BE RECRUITED BY EMBASSY/TDC. REVIEW OF PREVIOUS EXHIBITS INDICATES U.S. PARTICIPANTS ARE ACCUSTOMED TO COMMUNICATING WITH TDC CONCERNING PARTICIPATION, AND REVIEW OF CURRENT WORKLOAD IN OEWTDC INDICATES NO POSSIBILITY FOR USDOC TO ASSUME RECRUITING RESPONSIBILITY FOR THIS EVENT. ASSUMING U.S. PAVILION CANNOT BE EXPANDED IN TIME FOR JUNE 1977 USE, USDOC RECOMMENDS THAT EMBASSY/TDC SHOULD MAIL SOLICITATION LETTER TO PROSPECTIVE PARTICIPANTS NOT LATER THAN 20 NOVEMBER 1976.

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LETTER SHOULD INFORM PARTICIPANTS THAT PAVILION EXPANSION

PLANS DEFERRED BY ONE YEAR OWING TO CONSTRUCTION DELAYS AND THAT NECESSARILY LIMITED SPACE WILL BE ALLOCATED ON "FIRST COME, FIRST SERVED" BASIS.

3) SHOULD RESPONSE WARRANT, USDOC/EMBASSY/TDC MAY THEN WISH TO DISCUSS POSSIBILITY OF EXPANSION INTO DOME TO ACCOMMODATE PARTICIPANT OVERFLOW. FROM USDOC VIEWPOINT, THIS WOULD REQUIRE OVERWHELMING PARTICIPANT DEMAND AND EMBASSY/TDC RECOMMENDATION FOR USE OF ADDITIONAL EXHIBIT SPACE. IF DOME RECOMMENDED, EMBASSY/TDC REQUESTED TO INVESTIGATE AVAILABILITY OF DOME AND ADVISE BEWT.

4) TO SPEED AUTHORIZATION OF FUNDS PARTICIPANTS SHOULD FORWARD CHECKS PAYABLE IN U.S. DOLLARS ONLY TO USDOC, WASHINGTON, D.C., TRADE PROMOTION DIVISION, BEWT, ROOM 4821, ATTENTION OLEG JERSCHKOWSKY. JERSCHKOWSKY WILL SERVE AS WASHINGTON SUPPORT FOR POZNAN '77 AND WILL KEEP EMBASSY INFORMED OF DEPARTMENT OF COMMERCE'S CREDITING FUNDS TO POZNAN PROJECT'S ACCOUNT.

5) IN VIEW OF POZNAN'S IMPORTANCE AND COMPLEXITY, MR. DONALD SLIWICKI HAS BEEN DESIGNATED DUSEX. MEMBERS OF SLIWICKI'S STAFF HAVE NOT YET BEEN DETERMINED.

6) SINCE HERTZBERG'S PRESENT WORKLOAD APPEARS QUITE HEAVY, WE SUGGEST THAT POST CONSIDER LARRY BUTCHER OR PATRICK NICHOLS TO SERVE AS DMA FOR POZNAN '77. EXPERIENCE GAINED BY SUCH ASSIGNMENT, WHILE HERTZBERG IS AVAILABLE FOR GUIDANCE, SHOULD ASSIST IN ORDERLY TRANSITION OF MARKETING RESPONSIBILITIES TO HERTZBERG'S SUCCESSOR, MR. WILLIAM SCHRAGE.

7) KINDLY POUCH TO US BY DECEMBER 15, 1976 (1) THE POST RECOMMENDATIONS CONCERNING VIP FOR POZNAN '77, (2) DRAFT PAPER REGARDING THE AIR-CONDITIONING AND PROPOSED EXPANSION OF POZNAN PAVILION. PAPER SHOULD INCLUDE (AS DISCUSSED BY HERTZBERG/THOMPSON IN SEPTEMBER) (A) INTRODUCTION, (B) DESCRIPTION OF PAVILION PRIOR TO AIR-CONDITIONING, SUBSEQUENT TO AIR-CONDITIONING, AND AFTER EXPAN-

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SION AND MODIFICATION, (C) BENEFITS TO U.S. GOVERNMENT OF AIR-CONDITIONING AND EXPANSION, (D) COSTS AND OBLIGATIONS OF U.S. GOVERNMENT, (E) BENEFITS TO ACCRUE TO POZNAN TRADE FAIR AUTHORITY (PTFA), (F) COSTS AND OBLIGATIONS OF PTFA, (G) DISBURSEMENTS AND OBLIGATIONS, TO DATE AND PLANNED, OF FUNDS ALLOCATED TO PAVILION EXPANSION, (H) DISBURSEMENTS AND OBLIGATIONS TO DATE AND PLANNED, OF FUNDS COLLECTED FROM PARTICIPANTS TO PAY FOR AIR-CONDI-

TIONING, (1) RECOMMENDATIONS CONCERNING PARTICIPATION FEES, THEIR MAGNITUDE AND DISPOSITION FOR POZNAN '77 AND POZNAN '78.

8) THE PAPER WILL PROVIDE BASIS FOR DRAFT CONTRACT TO BE PREPARED IN WASHINGTON FOR FINAL NEGOTIATION WHILE COMMERCE DESIGN/MANAGEMENT TEAM IS PRESENT FOR POZNAN '77 TO ENSURE COMPLETION OF PAVILION MODIFICATIONS IN TIME FOR POZNAN '78.

9) FINALLY, PLEASE FORWARD ASAP PARTICIPATION AGREEMENT SIGNED BY PARTICIPANTS FOR POZNAN '76. KISSINGER

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**To:** WARSAW  
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